LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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Every minute Philip Morris brands are out of stock, you're losing sales.

In 1975, Philip Morris' unit sales increased by 8.2 billion cigarettes—more growth than the rest of the industry combined.

Increases like this mean that Philip Morris brands are holding their old friends and adding new ones every day.

And that, in turn, means that if those loyal smokers don't see Philip Morris brands in your store, you'll be losing sales and profits that somebody else will make.

Check your Philip Morris order regularly. Be sure it keeps pace with America's fastest-growing family of brands.

5-Year Report: Philip Morris is the only company with gains in both unit sales and market share for each of the past five years.

Philip Morris U.S.A. Sales, 1971-75*

	Billions of Cigarettes	Cigarette Market Share
1971	97.2	18.1%
1972	110.6	20.0%
1973	122.9	21.3%
1974	133.2	22.5%
1975	141.4	23.6%

*Source: Maxwell Report (courtesy of Maxwell Division of Wheat, First Securities, Inc.

The Profit Makers come from Philip Morris USA

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Source: https://www.industrydocuments.ucsf.edu/docs/tmgn0003

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